

# KEY FAX

INTERACTIVE INFORMATION SERVICE



**KEY  
FAX**

**INTERACTIVE INFORMATION SERVICE**

**KEYFAX is a service mark of KEYCOM Electronic Publishing.**

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**Patents applied for KEYFAX™ Videotex Terminal.**



INTERACTIVE INFORMATION SERVICE

## Background

### KEYCOM ELECTRONIC PUBLISHING

#### History

KEYCOM Electronic Publishing was formed in April, 1982, as a joint venture of Centel Corp., Honeywell Inc., and Field Enterprises Inc. to provide a broad-based videotex service. Centel is the majority owner of the joint partnership. In January, 1984, News America Publishing Inc. acquired Field Enterprises' share of KEYCOM as a part of its purchase of the Chicago Sun-Times and other Field Enterprises properties.

The combined expertise of KEYCOM's three parent companies in delivering and marketing communications services, producing computer software and terminals and providing news and other information to the mass market makes KEYCOM uniquely qualified to offer a videotex service as ambitious as the KEYFAX<sup>SM</sup> Interactive Information Service.

Centel Corporation is one of the nation's leading telecommunications companies. It operates telephone systems in 10 states, serving more than 1.2 million customer lines. Centel also provides cable television services to about 250,000 subscribers in eight states; engineers and installs advanced business systems and networks, and distributes a range of communications products and services. The corporation also provides electric service in two states.

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Honeywell Inc. is an international company dedicated to advanced technology and offers high quality systems and services in the field of information processing, automation and control. Honeywell customers use its systems and services to improve the productivity of employees, processes and businesses and to assist in the management of energy resources and the environment.

News America Publishing Inc. is a subsidiary of News Corporation Limited, an Australian public company with more than 60 newspapers and magazines in the United States, Great Britain, and Australia. Among the 15 major American publications News America owns are the Chicago Sun-Times, The Boston Herald, New York Post, New York Magazine, and The Village Voice.

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INTERACTIVE INFORMATION SERVICE

## Background

### GLOSSARY

- KEYCOM Electronic Publishing - A joint venture formed to offer broad-based videotex and teletext service for the home and business environments.
- KEYFAX<sup>sm</sup> Interactive Information Service - A videotex service designed by KEYCOM Electronic Publishing exclusively for the Chicago metropolitan area.
- Information Providers (IPs) - Businesses and organizations offering goods and services through the videotex medium.
- Dedicated Terminal - For example, the KEYFAX<sup>tm</sup> Videotex Terminal is designed to be used exclusively to access KEYFAX Interactive.
- Database - The total collection of information organized for rapid search and retrieval, and stored within and available through KEYFAX Interactive.
- Modem - A device which allows communication between computers via a telephone line.

- more -

Glossary  
Page Two

- Retrieval Function - The retrieval function is one-way communication. It is the capability of the service to find information rapidly and then communicate it on a screen.
- Interactive Function - The interactive function is two-way communication. It is the capability of the service to manipulate information resulting in a finely honed message.
- Transactional Function - The transactional function goes beyond the retrieval and interactive functions to result in the buying, selling or transfer of goods, services or funds.
- Teletext - One-way (retrieval) communication in the form of printed text and graphics on a video screen.
- Videotex - Two-way (interactive and/or transactional) communication in the form of printed text and graphics on a video screen.

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INTERACTIVE INFORMATION SERVICE

## Background

### KEYFAX<sup>SM</sup> INTERACTIVE INFORMATION SERVICE CONTRACTED INFORMATION PROVIDERS

KEYFAX<sup>SM</sup> Interactive Information Service is providing news, weather, sports and business news from its own 24-hour-a-day newsroom. Additionally, games and educational programs have been designed and programmed by KEYFAX Interactive's creative staff.

Other businesses and organizations will provide a spectrum of information which is organized in the system under six topics: Bank, Shop, Reserve, Inform, Mail and Special. The following is a list and description of some of the services which are currently available or will be available through KEYFAX Interactive.

- more -

INFORM

Grolier's will provide the Academic American Encyclopedia, a searchable, nine-million-word database of more than thirty thousand entries. Articles in the Academic American specifically are suited for videotex use, formatted for video screens and written to be concise yet thorough. Recognized as the premier videotex encyclopedia, the Academic American has been praised by reviewers as the most consistently up-to-date encyclopedia. Updated twice yearly, it answers the general information needs of users ranging from school children to adults.

The American Library Association provides reviews of books in eight categories: Upfront (new publications), Business, Technology, Hobbies, Adult Fiction, Reference and Children/Young Adults, and Best of Best Books. Reviews are updated 22 times yearly.

Video Access will provide two products. The first is a garden guide specific to the Chicago area which tells the subscriber what and when to plant and how to tend it. General information on gardening techniques will give even the garden novice a green thumb. Also from Video Access will be a guide to the complicated and potentially confusing personal computer market. Computer beginners will receive enough background information to make intelligent decisions on a purchase to meet specific needs, and the seasoned computer shopper will be able to explore the world of enhancements and upgrades.

Chicago Magazine will supply listings and reviews of the 200 or so best Chicago area eateries, for the diner seeking the best in any cuisine. The listings will be part of the basic subscription service and the reviews will be charged on a pay-per-review basis. Listings, including the name of the



restaurant and its address and phone number, are indexed by such categories as location and type of cuisine. Reviews are based on anonymous visits by experienced critics. They give extensive information on each restaurant, including prices, ambiance, and recommended dishes.

Meadowbrook Inc. publishers will provide a first aid emergency guide to step-by-step treatments for common injuries and illnesses.

Rodale Press will supply a section on nutrition, beauty, fitness and other health topics. Subscribers will be able to submit electronic messages asking the information provider about specific health problems and then read the answers.

#### SPECIAL

Market Data provides price information from 14 commodities exchanges around the world. Quotes may be had on open, high, low, close, settle and net prices for basic subscribers. Tiered service from Market Data provides either 15 minute delay or real time quotes. The KEYFAX Interactive version of commodities reports will be presented in plain English without "insiders" codes to make use easy for the non-professional investor.

Management Contents provides abstracts of articles from various business publications covering a range of subject matter including marketing, banking, trends in personnel, and many others. Order forms will enable users to purchase printed versions of the full articles and to register for management courses. Each week, 50 new abstracts will be provided.

Scholl Communications Inc. will provide descriptive information and facts on the 150 largest corporations (as measured by annual revenues) in the Chicago area, and on the 20 largest financial institutions in the area (banks and savings and loans). Information will include description of company activity, number of employees and stockholders, assets, equity, revenues, net income, earnings per share, price range, dividends declared, and names

of directors and officers. This product will be an invaluable tool for the Chicago area business watcher and investor.

Family Handyman will provide an encyclopedia of home improvement solutions for over 500 topics covering home interiors, exteriors and furnishings. A special service from Family Handyman called "Ask the Handyman" will allow the subscriber to send electronic mail questions and to receive expert advice on his or her home project.

World Book has developed a 283 question trivia game about Chicago's arts, architecture, history and people called "Strictly Chicago." KEYFAX Interactive automatically keeps score as the subscriber plays the game. Winners will be eligible for prizes. Questions are updated in a staggered fashion so as to change the entire game over one year.

Educational Insights will provide three products. "Write On" works as a stimulus for children to write fiction. The young writers are encouraged to submit their stories to KEYFAX Interactive to be judged and put on the system if they win. "Write In" is a similar product except cartoons are used, and children are asked to submit balloon captions for the drawing. The third product is a comprehensive teaching system which develops the basic letter, number, shape and color recognition skills in young children.

KEYCOM consultant Jordan Weisman has written "Dungeon of the Sphinx" for the serious fantasy game player. The game takes advantage of the computer programs to create the effect of random occurrences as the player tries to advance through the intricate maze of the dungeon, avoiding danger and collecting treasures by solving riddles.

Grolier's will provide the Whiz Quiz<sup>tm</sup>, an on-line trivia game based on information contained in the Academic American Encyclopedia. The unique aspect of the Whiz Quiz is that it goes beyond trivia by combining a true



test of in-depth knowledge of a particular subject with a game format. The game provides a strong learning component as well as entertainment for the large audience interested in trivia. The Whiz Quiz will offer twelve information categories: history, literature, movies, sports, art, science, the Bible, current events, quotations, geography, myths and legends, and music. After completing the game, the player can learn more about any subject in the Whiz Quiz by looking it up in the Academic American Encyclopedia, also in the KEYFAX Interactive database.

Genesis will provide the system with 20 children's stories with an average length of 15 to 20 pages per story. The stories will take full advantage of the colorful graphics possible on KEYFAX Interactive to entertain and entice development of reading skills. These stories encourage special parent-child interaction as the familiar bedtime story becomes a brush with the future.

Value Line will provide a limited version of its Investment Survey including data on the 100 top performing companies of each quarter. Valuable proprietary Value Line information such as ratings, recommendations and analysis will make this product attractive to the investor.

#### SHOP

Montgomery Wards will provide a general catalog of merchandise and services. An order form will allow the subscriber to purchase items and a credit application will facilitate credit card arrangements.

The Popcorn Factory will allow KEYFAX subscribers to select and electronically order their famous decorator cans, filled with either buttery rich popcorn or a three-way combination of butter, cheese and caramel corn. The selection will also include unique gift items and other food delicacies.

Order from Horder will supply a catalog of office supplies and equipment with emphasis on home office needs and computer supplies. Electronic updates



will allow the subscriber to have accurate price and availability information before taking advantage of the systems transactive capabilities to Order from Horder.

Morrie Mages Sports will offer a wide selection from its comprehensive line of sporting goods for all seasons and sporting interests. KEYFAX Interactive subscribers also will be offered weekly specials.

Amlings Flowerland's Gift Guide will allow subscribers to select and order floral gifts by identifying the appropriate occasion, the recipient and the type of product desired. Over the system, subscribers can arrange for delivery of the flowers to locations worldwide.

Tools for Living offers the best of the specialty catalogs - best giftware, best cookware, best electronics, best garden tools, and best home and auto products. KEYFAX Interactive subscribers will be able to view the highlights from the catalog, order the catalog itself, and then order items at a special KEYFAX Interactive subscriber savings.

#### BANK

VideoFinancial Services will provide a link between the KEYFAX Interactive subscriber and Chicago banks, savings and loan institutions and credit unions. Subscribers will be able to perform electronic bill payments, fund transfers, account balance inquiries, installment and mortgage loan inquiries, credit card inquiries and other banking functions. KEYFAX Interactive will also provide addresses of banks and automatic teller locations.

#### RESERVE

I.V.I. Travel, one of the nation's largest travel agencies, will act as suppliers and operators of travel services on KEYFAX Interactive. KEYFAX subscribers will be able to book hotel rooms, condominiums, flights, cruises, and rental cars (subject to availability) in preparation for business trips

and vacations. Detailed information about accommodations and transportation will make travel planning a quick one-step proposition. International travellers will also be able to access visa and passport information from I.V.I.

The Official Airline Guide will provide users with instant information on North American fares as well as direct and connecting flights worldwide. It includes schedule information displayed in an unbiased format for more than 640 airlines, including data on more than 820,000 schedules, for 115,000 city pairs and rules and restrictions for more than 290,000 fares.

The League of Chicago Theatres will provide a theater directory of our ninety Chicago and suburban live performance theatres including names, addresses, phone numbers, productions, ticket price range, summaries of the productions and commuter information.

Ticketron will supply an events calendar and ticket information in categories such as theater, sports, concerts, dance, museums, comedy, family and What's Happening This Week in the Chicago area. Price ranges and information on how to order tickets also will be provided. A special phone number for KEYFAX Interactive subscribers will provide them with quick, no-wait service for ticket purchases. Eventually the subscriber will be able to purchase tickets over the system.

Best Publications caters to those who are relatively unconcerned with cost but are consumed with the importance of quality in all things ranging from fine chocolates to great universities. Best will provide its listings of the best cities in the world and the U.S. and the best food to eat, places to stay, and activities to enjoy in those cities.



MAIL

California Dreamers will provide a selection of electronic greeting cards from which subscribers may choose and send to other subscribers. The cards take full advantage of the colorful graphics of KEYFAX Interactive to convey pleasing and witty greetings.

NOTE: A last-minute addition to this list includes Trade Plus, which will be available under the "Special Category". The Trade Plus service will enable KEYFAX subscribers to receive quotes and to place orders to buy or sell every stock or option listed in the Wall Street Journal. Portfolio valuation and tax record-keeping are also a part of the Trade Plus service. A more abbreviated, quotes-only service also will be available. KEYFAX currently is the only videotex service with announced plans to offer its subscriber a facility to buy or sell stocks and options.

KEYCOM has also reached agreements with Montgomery Wards and Comp-U-Store which will result in major enhancements of the home shopping section. Montgomery Wards will offer a selection of its wide range of consumer merchandise with emphasis on that which can be presented most effectively via videotex such as automotive products and household tools. Through KEYFAX, Comp-U-Store will be selling (at up to 40% discounts) a 50,000 item line of products ranging from appliances and home entertainment equipment to crystal and sterling, all from brand name leaders in the businesses.

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For more information contact:

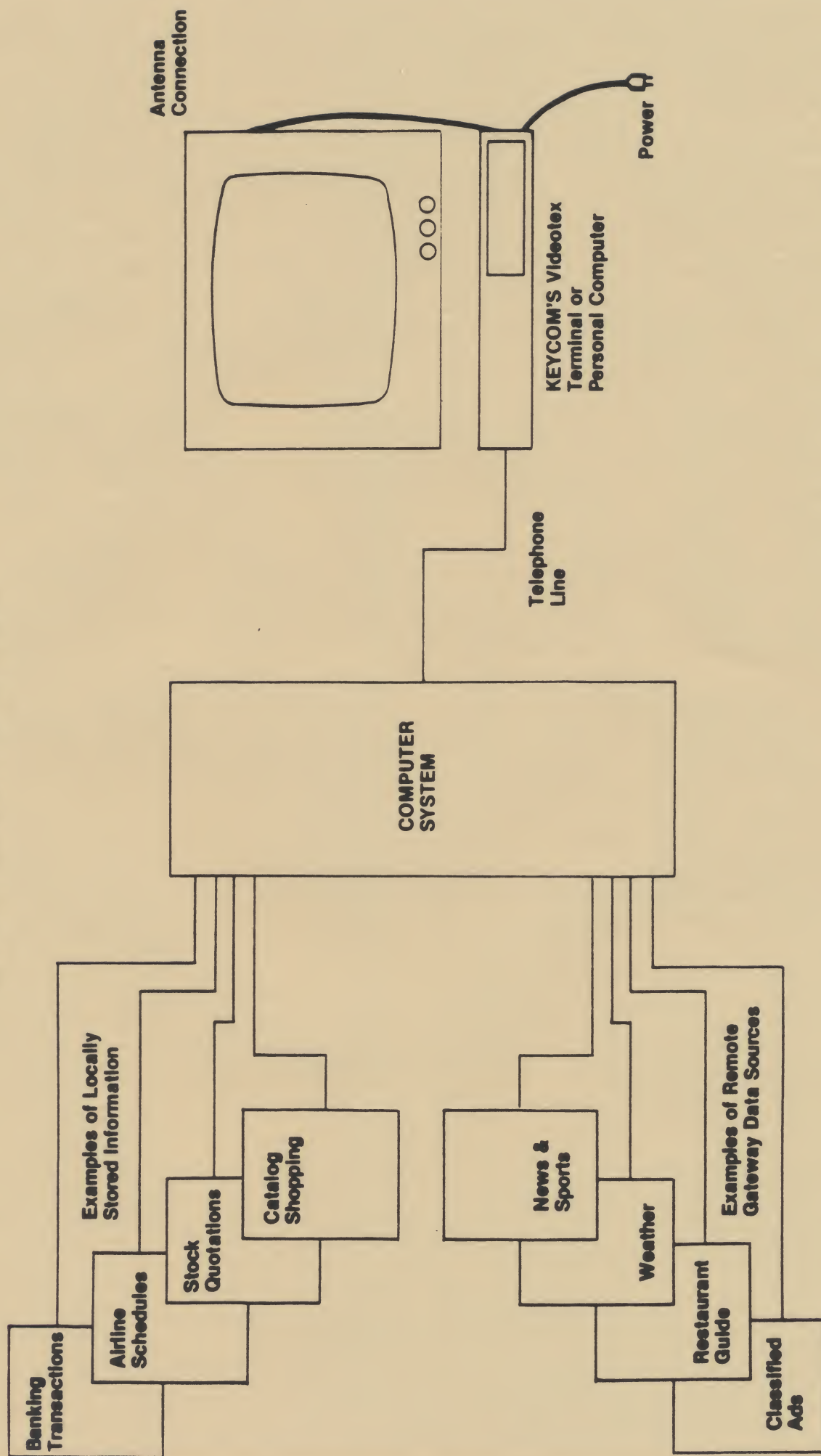
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# KEYFAX<sup>SM</sup> Interactive Information Service





INTERACTIVE INFORMATION SERVICE

## Background

### KEYFAX INTERACTIVE INFORMATION SERVICE

#### An Overview

The first videotex service in Chicago will be launched later this year by KEYCOM Electronic Publishing.

The KEYFAX<sup>SM</sup> Interactive Information Service, which has been tailor-made for Chicago, will bring banking, shopping, electronic mail, financial services, educational programs, and even a Chicago trivia game into the home and business environments.

In just two years, KEYCOM has developed or acquired an array of hardware and software components to give birth to KEYFAX. Many local and national businesses and organizations will provide information for KEYFAX. In addition to its outside information providers, KEYFAX news, sports, and weather reports come from its own 24-hour-a-day newsroom.

A unique aspect of KEYFAX is that its users may combine their existing telephone lines with their own personal computer, or they may use the KEYFAX<sup>TM</sup> Videotex Terminal with their phone lines and television sets to bring the service into the comfort of their homes or business offices.

A dedicated telephone network which has been developed for KEYFAX makes it possible for the vast majority of subscribers to reach the system with a local telephone call. That means no more than one single-unit charge will apply to a KEYFAX session, no matter how long the system is in use.

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Among the types of up-to-the-minute information that will be available to subscribers are:

- News, sports, weather (local national, and international)
- Business News
- Financial Reports
- Airline Schedules
- Bulletin Boards
- Book Reviews
- Stock Quotes
- Entertainment Listings
- Gardening Tips
- Educational Material
- Restaurant Guide
- General Interest Topics
- Display and Classified Ads

In addition to "calling up" vital data, KEYFAX subscribers also will be able to transact such daily business activities over KEYFAX as:

- Home Banking
- Theater Ticket Purchase
- Hotel, Airline and Car Rental Reservations
- Shopping from Local and National Retailers and Catalog Houses

Other specialities offered by KEYFAX Interactive will include two-way activities such as:

- Electronic Mail
- Educational Games
- Adventure Games
- Stock Trading

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# KEY<sup>SM</sup> FAX

INTERACTIVE INFORMATION SERVICE

**Answering your business information needs electronically.**

# KEY FAX

INTERACTIVE INFORMATION SERVICE

**Finally,  
the information age  
is ready for you.**

Information isn't what it used to be. More and more, knowledge is power, and access to the right information at the right time is a powerful tool.

Keyfax Interactive Information Service is a pipeline full of information. From general news to stock quotes. From market conditions to travel conditions. In fact, the Keyfax data base is so comprehensive that almost no request is too specialized or obscure.

A joint venture of three of the most widely recognized names in the fields of electronics and communications (Centel, Honeywell and Field Enterprises), Keyfax is designed from the ground up to supply the kinds of information people need to do their jobs better and to live their lives more conveniently than ever before.

INFORM

MAIL

RESERVE

BANK

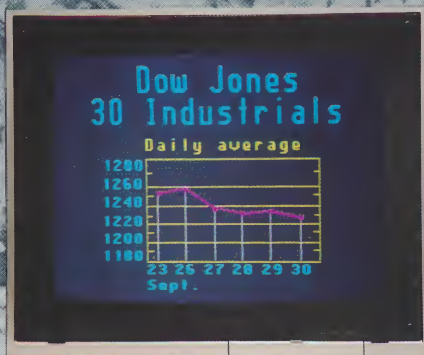
SHOP

SPECIAL



## NYSE

	OPEN	H	L	CLOSE
AAA	15	17	16	17
BBB	30	29	27	29
CCC	50	52	50	51
DDD	14	19	17	16
EEE	9	10	9	9
FFF	21	21	20	20
GGG	17	24	19	23



## AMEX Volume Leaders

	UOL	H	L	CHG
AA Chem	968M	8	6	-2
BB Corp	565M	21	22	+1
CC Ind	297M	7	5	-2
DD Air	277M	19	21	+2
EE Ptrl	232M	29	27	-1



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COURTESY OF HISTORICAL PICTURES SERVICE, CHICAGO



**The business and financial data  
you need — right now.**

In this day and age, tomorrow is often too late. Market conditions change every hour, every minute. So if your prime source of business and market news is one or even a number of hard copy publications, you've no doubt sometimes found yourself in the regrettable position of being a day late and a dollar short. Literally.

No more. Keyfax puts you in touch with what's going on practically as soon as it happens. Whether it's word from the exchange floors of Chicago, or the latest international monetary news, a comprehensive decision support system is dependent upon access to the right information, the minute it's available. And you're on-line to the source of that information, through Keyfax.

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### **All the news (and sports), all the time.**

Local, regional, national and international news. Features. Columns. Weather. Travel conditions. Restaurant listings. Even book reviews. News and information you can get to. When you need to.

And Keyfax contains one of the most comprehensive collections of current and historical sports information ever assembled. Continuously updated scoreboards. NCAA standings and leaders. PGA standings. Race results. And practically everything else in between, including detailed information on the Chicago sports scene.

Whether you're a serious news hound, or a trivia buff, you'll marvel at the Keyfax News and Information database, the result of new levels of sophistication in information retrieval technology.







MAIL

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**The paperless post office is here.**

Telephone tag is a thing of the past, with Keyfax Electronic Mail Service. For short memos to associates, or last-minute messages to the kids, Keyfax delivers instantly, electronically. Recipients are alerted to waiting messages, and receipt is confirmed for the sender at sign-on.

As the service expands, bulk delivery of corporate communications of every description will become commonplace, accommodating such documents as newsletters, sales bulletins and meeting agenda. Again, all of this is accomplished, electronically, at the touch of a few buttons, without the need for paper.







**Executive Reservations — transportation,  
accommodations, entertainment.**

Let Keyfax do your trip planning for you. What used to take literally hours of time and untold phone calls will soon all be accomplished in minutes, with just the touch of a few buttons. You will be able to check schedules, arrange and confirm reservations with all U.S. airlines, book tours and cruises, reserve rental cars and hotel rooms, make condominium time-sharing arrangements, and more.

Keyfax Executive Reservations will even let you check theater, entertainment and sporting event listings in Chicago, and in New York as well. And you'll get all the information you need to book the seat or buy the ticket, through Keyfax.

RESERVE

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BANK

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**Business and personal banking.  
Faster, easier than ever before.**

If your bank is on the Keyfax system, Keyfax will allow you to accomplish most of your financial transactions right at your desk.

You will soon be able to check your account balances. Transfer funds between accounts. Pay bills. Apply for credit or loans. Even compare rates of similar instruments at various institutions. You'll do it all conveniently, privately, electronically. And more and more banking functions will be added as time goes on.

Keyfax soon will allow you access to a full-fledged electronic financial service. And put an end to standing in long lines at the bank.





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### **And for something a little different...**

We've even built a little fun into the Keyfax system. A quick tour of the Special Services database will turn up a number of very interesting possibilities. For instance, several computer- (not to be confused with video-) games are currently on-line, as well as a number of rather complex word games and encyclopedia quizzes. Even comic strips, just to show we're not stuffy.

In addition, some educational programs will debut with the system, and it is expected that the educational capabilities of the Keyfax technology will be among the fastest-growing. Keyfax Special Services assures that almost any kind of information can be made available to you. And very likely will be.

SPECIAL

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INFORM

MAIL

RESERVE

BANK

SHOP

SPECIAL



# KEYFAX

## **State-of-the-art information technology.**

The Keyfax Interactive Information Service is designed around the most current advances in electronic information delivery technology, commonly referred to as videotex. It is this technology that allows for the two-way transmission of text and graphic characters between a large central computer and any number of remote computers and access terminals.

The Keyfax system offers Chicago and the surrounding areas one of the country's first and most comprehensive videotex services. The variety of informative and interactive functions available, the speed of access, and ease of use are unprecedented. Only Keyfax affords such a wide range of offerings from a single source.

The Keyfax service can be accessed through a dedicated Keyfax terminal, or through many brands of personal computers. Your Keyfax sales representative will be glad to furnish you with complete details, including terminal and service pricing information.

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